

MODERN COLOR MAGIC
in Dress and Home Decoration



BY MAE MARTIN

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MODERN COLOR MAGIC

*in Dress
and Home Decoration*

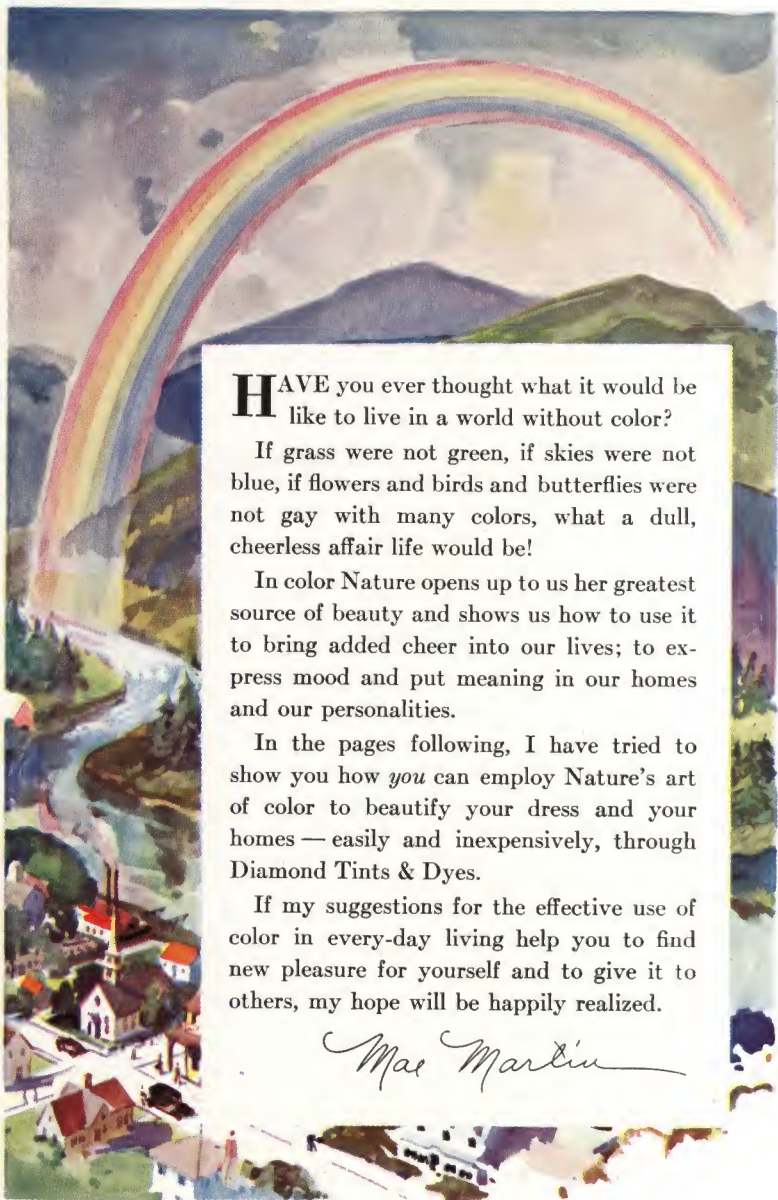


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DIAMOND TINTS & DYES

BURLINGTON, VERMONT



HAVE you ever thought what it would be like to live in a world without color?

If grass were not green, if skies were not blue, if flowers and birds and butterflies were not gay with many colors, what a dull, cheerless affair life would be!

In color Nature opens up to us her greatest source of beauty and shows us how to use it to bring added cheer into our lives; to express mood and put meaning in our homes and our personalities.

In the pages following, I have tried to show you how *you* can employ Nature's art of color to beautify your dress and your homes — easily and inexpensively, through Diamond Tints & Dyes.

If my suggestions for the effective use of color in every-day living help you to find new pleasure for yourself and to give it to others, my hope will be happily realized.

Mae Martin

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COLOR

the great creator of charm in every-day living

COLOR MAGIC, HERE!

YOU don't believe in magic? Then you're missing a lot of fun, especially in playing the fascinating game of colors.

In Diamond Tints & Dyes the scientific laboratory has put into our hands a magic color wand by which we can transform our homes and our clothes with new beauty.

It's such an easy wand to use — magic, you know — and it does so many lovely things at practically no cost!

Diamond Dyes, of course, are not new. They are the first and oldest packaged dye in the world. Your grandmother doubtless used them to make *your mother's* little frocks gay and new-looking as she prolonged their wearing service. And your mother probably renewed and re-beautified *your* frocks with them when you were a little girl.

They knew and used two kinds of Diamond Dyes: one for cotton and linens, and another special kind for silks and woollens.

But the Diamond Laboratories, always first in new scientific developments, have now given us their newest and most remarkable achievement in dyes — *a perfect, all-purpose dye for any fabric*. With a single package of Diamond Tints & Dyes you can now tint or dye silk, wool, cotton, linen, rayon and all mixtures of these. (NOTE: Celanese cannot be colored with ordinary tints and dyes. Use only Diamond Celanese made specially for this material. See page 19.)



You can tint or dye any fabric with a single package of Diamond Tints & Dyes. Each color is shown on its own box.



THE SWEETEST WORDS A WOMAN EVER HEARS

"How charming you're looking tonight"



*"How lovely you look" —
these words are always
music to a woman's ears*

NO woman ever gets too old to love the music of these words in her ears: "How charming you're looking tonight, my dear."

It may be a new dress or an old one she is wearing, but she is sure of this — *it is becoming*. And because she is sure of her dress, *she is sure of herself*.

It is dangerous economy for a woman to wear clothes of which she is ashamed. When pride suffers, charm suffers. Outmoded styles, ugly unbecoming colors, faded materials — no woman should be put to the humiliation of wearing such clothes.

And she does not need to be! For even though a dress is not new, it can always be *new looking*, smartly up to date with new color — at practically no expense.

That's the joy of Diamond Tints & Dyes! Enjoy your last year's coat or dress by making it seem entirely new and different with a change of color, and best of all, *save the cost of a new one!*



*Get another season's
wear out of that
faded blouse*



*Your most expensive
dress is the one you
never wear*

GAY COLORS ARE FUN

FOR LITTLE FOLKS



Change the color of the old dress and presto! it becomes a new dress!

There's magic for you — the magic that Diamond Tints & Dyes can bring. They have made many a little girl and boy happy by changing a "handed-down" into an "own" dress or suit, with a simple change of color!

Children respond to the gaiety of bright colors in their clothes with happy mood and merriment.

Don't deny them this fun.

And don't forget that Diamond Tints & Dyes are a great help in stretching your budget over the always pressing item of children's clothes. Dresses, suits, blouses, coats, sweaters, caps — prolong their wearing service and make the children happy too, with gay, transforming colors that make even old, worn clothes look bright and new!





So large a factor in our daily life is color, that we even *speak* it. We say we are *blue* , we see *red* , the future looks *rosy* , the past *black* . We speak of a *gray* day, a *yellow* streak, a *brown* study, *pink* politics.

If color can thus give meaning to

our words, how much greater is its power to give meaning to our surroundings! Color has an emotional value to which the sense of sight reacts as the ear responds to music. The colors we live with every day affect us far more than we realize!

CHARM IN DECORATION STARTS WITH COLOR

Color harmony is the most important feature of the decorative scheme. It is the most effective and the least expensive way to give your home an individuality of its own.

Miracles can be performed by

the correct use of color. It can make a room seem larger or smaller, darker or lighter, cool or warm, dignified or frivolous, quiet or vivacious, restful or disturbing, cheerful or depressing.

YELLOW, the color of sunshine, is the great light-giving color. Dark city rooms do well to employ yellow and its variants, such as ecru and gold.

RED and ORANGE, exciting, aggressive colors, are dangerous in large quantities. Red, especially, makes objects appear nearer than they are. By test, it can make a room seem 30% smaller than the same room done in blue. Red and orange also give the illusion of heat. Skillfully used, however, they are very decorative colors.

BLUE is a cool, receding color which makes a room seem larger, possibly because of its identity with the sky. It induces relaxation, repose.

GREEN is Nature's color, restful to tired spirits and easy on tired eyes. It brings in the spacious coolness of outdoors.

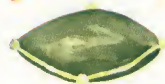
PURPLE is the color of royalty. It imparts an atmosphere of pomp, awe, dignity.

A NEW COLOR SCHEME

without extravagance!



If your living room has become monotonous and drab, liven it up with gay new color accents in cushions, curtains, slip covers and scatter rugs. Call in the magic of Diamond Tints & Dyes. A simple change of color scheme is a stimulating experience for the whole family — and costs practically nothing!



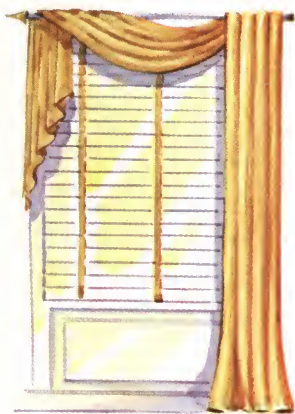
WHAT THE WELL-DRESSED WINDOW SHOULD WEAR

NOTHING makes a room so homelike and livable as attractive curtains! Perhaps this is why women spend so much time and thought on them.

We should always remember that curtains are frames for the windows. They should afford privacy, yet still let in light. They should help to create atmosphere in a room, but not dominate it.

Nothing ruins the decorative effect of a room like limp, faded curtains. And there's little excuse for them when we have the magic of Diamond Tints & Dyes!

It's so easy to keep your curtains always crisp, colorful and new looking! When they get that dull gray look from dirt and smoke which the most careful



A dignified formal window treatment. Curtains in Diamond Gold



Tailored curtains kept crisp and fresh with Diamond Ecru are always in good taste



For the bedroom — dainty ruffled curtains in Diamond Green, Maize or Orchid



laundrying cannot seem to wash away; when they become sun faded and lose their first fresh lustre, give them a freshening rinse with one of the Diamond colors made specially for curtains: Ecru, Gold, Maize, Jade Green, Nile Green or Orchid.

Renew the original color in your curtains, or have an entirely new curtain color scheme. It's such an easy way to prolong their wearing service and have them beautiful as long as they last!

Here's how to make these attractive kitchen or bathroom curtains. Tint or dye cheesecloth a pretty blue, or any chosen color. Then gather up edges in fingers and dip in a deeper shade, letting it creep up an even distance all around edges. This gives the charming two-tone bordered effect.

BRING YOUR TABLE LINENS UP TO DATE WITH *NEW COLOR*

"**J**ANE, my dear, your table is simply gorgeous with that lovely wine-colored cloth, your ivory china and pewter candlesticks! Where did you ever find a cloth that rich color?"

"I didn't *find* it," smiled Jane. "I *made* it that color, myself. It's an old linen cloth which I colored with Diamond Tints & Dyes. So glad you like it."

Women everywhere are having the fun of originating smart new color schemes for their tables — without an outlay for new linens.

Don't be guilty of using dull, faded table linen of which you are ashamed. Even if it's old, give it a beauty treatment with Diamond



Tints & Dyes. Colorful table and lunch cloths, napkins and doilies give your dishes a distinctive background, and add an appetite appeal and an excitement to your meals which nothing else can bring.

It's easy. It's fun. And it costs almost nothing with Diamond!



COLOR BEAUTY IN BEDROOM AND BATH

The first requirement of a bedroom is that it be restful. But this does not mean it cannot be bright and cheerful. Colorful linens, crisp fresh curtains, artistically designed quilts, attractive hooked or braided rugs, dainty boudoir pillows, gay slip covers — in dozens of ways like these let Diamond Tints & Dyes help you carry out a pleasing color scheme with practically no expense. It's so satisfying!



The modern bathroom no longer has the hard, staring whiteness of a hospital. It is a pleasant place, made attractive with soft, clean colors. When curtains, towels, wash cloths and bath mats begin to fade, make them bright and gay again with Diamond colors. It is best to boil the color into them, since they must go through weekly launderings.

HOW TO TINT

WITH DIAMOND COLORS

THE difference between *tinting* and *dyeing* should be clearly understood. Tinting is a quick method of giving light, delicate colors to materials, *without boiling*. Just a quick rinse or dip does it. Dyeing is a method of making colors more permanent *by boiling*. It is the only way deep shades and intense color values can be given.

You can tint any fabric with Diamond Tints & Dyes — silk, cotton, linen, rayon, wool and mixtures of these. The process is very simple. (Note: For Celanese, see page 19.)

Just pour a quantity of Diamond Tints & Dyes into the bathroom

bowl or other vessel. Stir until *completely* dissolved. This is important.

Put wet garment which has been thoroughly washed, rinsed, and shaken free of folds, into tint water. Turn constantly and open out folds to insure an even spread of color on material. Keep in tint water until desired depth of color is obtained. If not deep enough, remove material, dissolve more powder in the water and dip again. Remember, color always appears deeper when material is wet.

Rinse in clear, cold water, squeeze gently in hands, roll in towel and press while slightly damp.



LET'S TINT!

It's fun to make things fresh and colorful



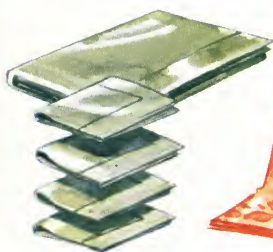
HOW drab and unimaginative, how lacking in color-charm a woman's wardrobe and the decorations of her home must have been, before the art of quick tinting was made possible!

It's such a joy, when things begin to be a bit faded and old looking, to be able to restore their loveliness of color so quickly and easily, with Diamond Tints & Dyes!

You've never seen such soft, lustrous colors as Diamond — as fresh and lovely as spring flowers. They give that coveted look of *newness* to worn, faded garments.

And you do not have to retint so often with Diamond colors. They last amazingly — through launderings and exposure to sun which sap the life out of ordinary tints! This is because Diamond Tints & Dyes actually do contain a superior quality of coloring matter, and *more of it*.

Give yourself the pleasure of always having clothes and home accessories with the color beauty they had when new. Lingerie, dresses, blouses, hose, scarfs, curtains, cushions, table linens, dresser covers, bedspreads, towels — there is no end to the way Diamond colors can give new beauty. And it's so easy, too!



Use **DIAMOND SPECIAL TINTS**

for lace-trimmed silk lingerie

. . . leave cotton or linen lace uncolored

WHEN you want to restore the fresh, dainty color of your silk lace-trimmed underthings, be sure to use Diamond *Special Tints*. They are made for this special purpose. They color the silk but leave cotton or linen lace uncolored.

Every woman loves to wear dainty, beautiful lingerie. Keep yours looking like a trousseau with these lovely *Special Tints*.

Just a dip and a rinse — that's all there is to it. (See directions for tinting on page 13.) No boiling is required, of course. Do not use these *Special Tints* on "man-made" silks such as Rayon and Celanese. They are for pure silk only.

Diamond *Special Tints* come in all the soft, delicate shades suitable for lingerie.



APRICOT

MAIZE

FLESH

PINK

LIGHT BLUE

NILE GREEN

PEACH

ORCHID



Keep your lingerie looking like a trousseau

HOW TO DYE WITH DIAMOND

"OH dear," sighs Mrs. Miller to her neighbor, "I wish I could have a new dress. But I'm two weeks behind on my budget, now."

"Haven't you anything left from last year you can fix over?" asks Mrs. Brown, sympathetically.

"Nothing but that powder-blue silk. And it's all faded. If it were only navy or black, I could make it do nicely. The style is good."

"Why not dye it?" asks Mrs. Brown.

"Do you suppose I could? I've never dyed anything."

"Of course you can! It's so easy with Diamond Tints & Dyes. And you'll have a lovely dress that seems brand new!"



Mrs. Miller's last year's dress



Here is a simple outline of the steps Mrs. Miller followed in dyeing her dress. Be sure to follow them when you use Diamond:

THOROUGHLY CLEAN. Make sure that material is absolutely clean. After washing, take extra care to rinse out all soap.

ORNAMENTS, HEMS. Remove all metal ornaments and padding, and open up hems.

VESSEL. Any kind of vessel may be used except galvanized. It must be large enough



*Use a wash boiler
or baby's bath*



*Dissolve dye in a
cup of hot water*



*Glass towel rods are
fine for stirring*



*And here is Mrs. Miller's
dress, a lovely, lustrous
dark blue, as smart and
pretty as if brand new.
Diamond Tints & Dyes
certainly solved her dress-
and-budget problem!*

to take material without crowding and to allow constant turning of material. The wash boiler, baby bath, or any enameled pan makes an excellent dye vessel.

AMOUNT OF WATER. Fill vessel with enough lukewarm water to cover material completely. 3 gallons of water will immerse approximately 1 pound of fabric.

AMOUNT OF DIAMOND. One package of Diamond will dye from 1 to 2 pounds of material. Proportion amount of dye to weight of article and desired color. Do not use too much dye; it is easier to add dye than take out. Test on small sample first, remembering that color when wet is darker by two or three shades.

DISSOLVING DIAMOND. Dissolve the contents of a package of Diamond Dyes in a little hot water and add to dye bath. Never add dye solution when material is in bath.

TIME IN DYE BATH. Put wet material into dye bath and boil for 10 minutes, stirring constantly. Remove material, then add 2 heaping tablespoonfuls of common salt for each gallon of water used. Replace material and boil for 20 minutes longer, stirring during entire process.

CONSTANT STIRRING. Keep material moving constantly in dye bath, to insure even spread of color. Use smooth clean sticks or glass towel rods for this. Do not allow material to get bunched.

THOROUGH RINSING. When desired color is obtained, remove material and rinse until water is almost colorless. Press out with hands and shake material open to prevent streaking. Roll in towel and iron while damp.

Note: All Diamond colors can be used in boiling water by following the directions given above. See page 22 for dark or strong colors which must be used in boiling water.

HOW TO GET ALL THE POPULAR SHADES WITH DIAMOND TINTS & DYES

The color recipes given below are all based on solutions which are made with one package of Diamond Tints & Dyes to exactly one quart of boiling water. The quantities given here will color one pound of white material. If material is not white, it is best to remove color first with *Diamond Color Remover*. (See page 24.)

ALMOND GREEN

$\frac{1}{2}$ pint Dark Green

CORNFLOWER

$\frac{1}{2}$ pint Purple

PEARL GRAY

$\frac{1}{2}$ pint Gray

KHAKI

1 pint Light Brown
4 tbsps. Dark Green

OLIVE DRAB

$\frac{1}{2}$ pint Dark Brown
6 tbsps. Dark Green

ROSEWOOD

1 quart Old Rose
1 quart Beige

BOTTLE GREEN

1 $\frac{1}{2}$ quarts Dark Green

MARINE BLUE

1 quart Royal Blue
1 pint Navy Blue

AMERICAN BEAUTY

1 pint Garnet

BURGUNDY

1 $\frac{1}{2}$ quarts Garnet
 $\frac{1}{2}$ pint Navy Blue

BURNT ORANGE

2 quarts Orange
 $\frac{1}{2}$ pint Rust

COPENHAGEN BLUE

$\frac{1}{2}$ pint Royal Blue
1 quart Gray

EMERALD GREEN

2 quarts Bright Green

GUNMETAL

4 tbsps. Black
8 tbsps. Dark Brown

OLIVE GREEN

1 pint Dark Green
 $\frac{1}{2}$ pint Golden Brown

PLUM

1 quart Purple
1 pint Garnet

CHOCOLATE BROWN

1 quart Dark Brown
 $\frac{1}{2}$ pint Purple

MIDNIGHT BLUE

2 quarts Navy Blue

MAROON

1 $\frac{1}{2}$ quarts Garnet
1 quart Light Brown

RAISIN

1 quart Purple
 $\frac{1}{2}$ pint Rust

AFRICAN BROWN

2 quarts Dark Brown

TEA ROSE

$\frac{1}{2}$ pint Pink
1 pint Apricot

TAUPE

4 tbsps. Black
8 tbsps. Rust

ROSE TAUPE

4 tbsps. Black
12 tbsps. Rust

MULBERRY

8 tbsps. Garnet
12 tbsps. Dark Brown

CLARET

2 quarts Garnet

GRAPE BLUE

1 pint Navy Blue
 $\frac{1}{2}$ pint Purple

RESEDA GREEN

1 pint Dark Green
1 quart Orange

LACQUER RED

1 pint Turkey Red
 $\frac{1}{2}$ pint Golden Brown

EGG PLANT

2 quarts Purple
 $\frac{1}{2}$ pint Black

CHARTREUSE

2 quarts Yellow
 $\frac{1}{2}$ pint Nile Green

TANGERINE

1 $\frac{1}{2}$ quarts Orange
8 tbsps. Turkey Red

AMETHYST

1 pint Purple
1 quart Peach

NOTE: tbsps. means
tablespoonfuls.

How to Color.....

SILKS, SATINS

RAYON, CELANESE

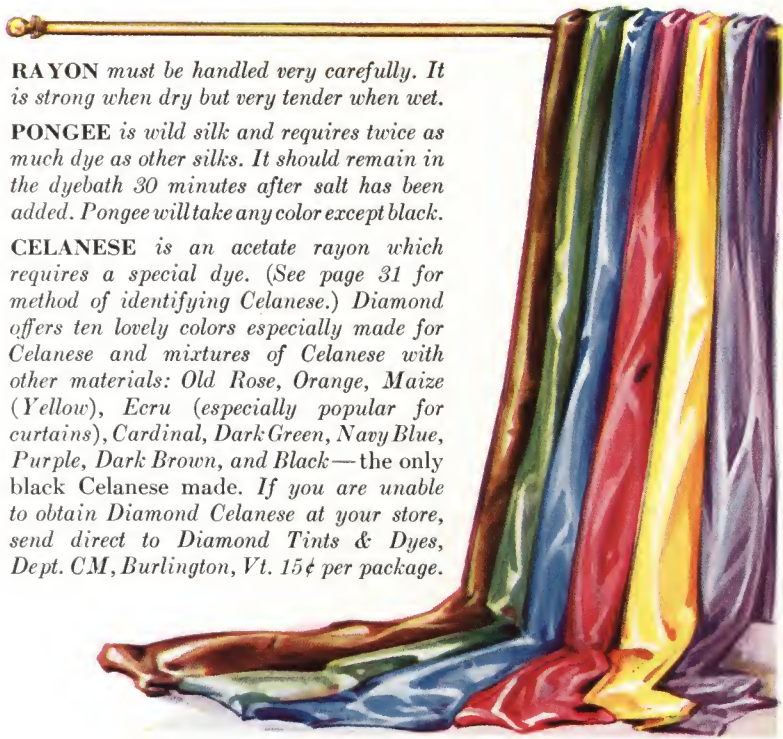
SILK, satin and rayon take Diamond Tints & Dyes beautifully. Delicate fabrics, they should always be handled carefully. Silk, especially, should have particular care because of the chemical filling with which many present day silks are weighted. For this reason silks and satins should not be boiled.

Start in a lukewarm dyebath and raise temperature gradually, always keeping it *just under the boiling point*. Simmer slowly and do not stir material vigorously. After dyeing, rinse in clear water. Do not wring; press gently between dry cloths. While damp, iron on wrong side. *Use low heat for Celanese.*

RAYON must be handled very carefully. It is strong when dry but very tender when wet.

PONGEE is wild silk and requires twice as much dye as other silks. It should remain in the dyebath 30 minutes after salt has been added. Pongee will take any color except black.

CELANESE is an acetate rayon which requires a special dye. (See page 31 for method of identifying Celanese.) Diamond offers ten lovely colors especially made for Celanese and mixtures of Celanese with other materials: Old Rose, Orange, Maize (Yellow), Ecru (especially popular for curtains), Cardinal, Dark Green, Navy Blue, Purple, Dark Brown, and Black—the only black Celanese made. If you are unable to obtain Diamond Celanese at your store, send direct to Diamond Tints & Dyes, Dept. CM, Burlington, Vt. 15¢ per package.



BLACK DYEING

EVERY woman knows that there are blacks — and *blacks*. Black Diamond Dye, correctly used, gives a full, true black.

In black dyeing, it is important to use the correct amount of dye for the weight of material. Over-dyeing or under-dyeing will not produce a true black.

An under-dyed black has a purplish or bluish shade. To correct this, add more color and re-dye.

An over-dyed black has a bronzy or brownish cast. To correct, wash with warm water and mild soap.

A true black may be dyed over any color except brown and red. To dye over brown or red, add $\frac{1}{2}$ package of Diamond Navy Blue for each package of Black.

When less than a pound of material is to be dyed black, use 4



tablespoonfuls of dye solution (one package dissolved in one quart of water) for each ounce of fabric.

DYEING FIGURED MATERIAL

Figured materials, even though dyed a solid color, will still show the design unless color is first removed by *Diamond Color Remover*. (See page 24.) Cretonnes, chintzes and printed silks which are faded or

whose colors are harsh and in-harmonious, may be freshened up or toned down, as needed, by tinting or dyeing in a pleasing harmonious or neutral shade. Charming effects may often be obtained in this way.



The clashing colors here were softened to these lovely ones by a dyebath in dark blue

DYEING WOOLENS

ARE you tired of the color of that knitted woolen suit or sweater? Does that wool dress or suit look a little faded? A Diamond color bath will bring them back to new! It's so easy!

Very heavy or loosely woven woolens require an extra amount of dye. And remember, woolens should always be simmered, just under the boiling point.

They should be rinsed in at least 3 waters, gradually reducing the temperature of each until the last one is tepid. Never subject woolens to sharp changes of temperature. This causes them to shrink. Press under a cloth while still damp.



SWEATERS

Never were knitted things so lovely, and yours can always be fresh and colorful with Diamond Tints & Dyes! Just a dip and a rinse with Diamond renews the delicate pastel shades of your knitted summer dresses. For darker colors which must be boiled, use twice as much dye as for light-weight woolen material.

Knitted garments keep their shape better if tied in a cheesecloth bag while dyeing. To dry, do not wring; press or pat gently with a soft cloth. Stretch garment into shape and size on floor or table with clean cloth beneath, and dry in this position.



OF COURSE YOU CAN DYE VELVET!

"**W**HAT a lovely new evening wrap, Ruth," said Jean enviously. "That rich shade of wine is gorgeous!"

"Want to know a secret?" laughed Ruth. "It used to be a bright red evening dress of my sister's. Mother colored it with Diamond and made it into this wrap for me."

Of course! Velvets can be dyed just as any other materials. In dyeing and rinsing velvets, do not wring. Shake, snap and hang straight until almost dry, then draw wrong side taut across a hot iron. If steam does not raise nap sufficiently, brush the wrong way of nap with a soft brush.

Crushed effects may be obtained in velvet by crumpling in the hands when wet and allowing to dry this way.



All the colors of the rainbow in Diamond Tints & Dyes!

A complete list of original Diamond colors is given below. For color combinations to get certain shades, see page 18. For over-dyeing color chart, see page 25.

The following colors may be used either as tints or dyes:

GRAY	ORANGE	SKY BLUE	FRENCH BLUE
PINK	BEIGE	OLD ROSE	ORCHID (LAVENDER)
TAN	PEACH	JADE GREEN	TURQUOISE BLUE
GOLD	FLESH	LIGHT BLUE	MAIZE (YELLOW)
ECRU	NUDE	APRICOT	NILE GREEN

The following dark colors should be used only in boiling water:

BLACK	TURKEY RED	BRIGHT GREEN	CARDINAL RED
PURPLE	DARK GREEN	LIGHT BROWN	GOLDEN BROWN
NAVY BLUE	RUST (HENNA)	DARK BROWN	GARNET (WINE)
	ROYAL (DARK) BLUE		

Diamond Special Tints (for lace-trimmed silk) come in all lingerie shades:

FLESH	APRICOT	NILE GREEN	ORCHID (LAVENDER)
PINK	PEACH	LIGHT BLUE	MAIZE (YELLOW)

Diamond Tints & Dyes for Celanese (see page 19) come in the following colors:

PURPLE	OLD ROSE	CARDINAL	MAIZE (YELLOW)
BLACK	ORANGE	DARK GREEN	ECRU (FOR CURTAINS)
	NAVY BLUE	DARK BROWN	

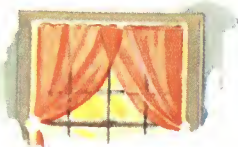
CLEVER LITTLE TRICKS IN TINTING AND DYEING



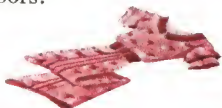
The bathtub is a fine place to tint your curtains. It's roomy enough to take them all at the same time, thus getting an even shade for all.



Wash cloths looking gray from hard use? Take a few extra minutes on wash day and tint or dye them pretty, dainty shades to match your bathroom curtains.



Can't afford new bedroom curtains? No matter. Dip your old ones in Diamond maize, then dip over again in pink. You'll think they're new — and so will the neighbors!



Don't hesitate to buy that inexpensive print dress just because the colors are harsh. You can tone them down by dipping in dull gray, tan or any neutral color. If they look faded, tone them *up* with a stronger color. It's fun to save with Diamond!



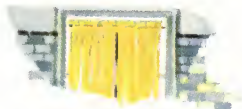
Do the same with your chintz or cretonne curtains, slip covers and pillows. A tint or dyebath of a neutral color will tone down garish colors.



Brush hot color solution into your faded bath mats.



Don't forget — when color is wet it is darker by 2 or 3 shades. Look at it *against* the light, to see it as it will be when dry.



Ever think of dyeing the good side portions of sheets with worn-out centers, for curtains? It has been done, and very effective they were, too!



Touch up your faded worn-looking rugs with Diamond Dyes. Yes, right on the floor! (See page 29.)

DIAMOND COLOR REMOVER

for removing color from fabrics SAFELY

WHEN you wish a complete change of color in a material, it is always best to take out the old color first with *Diamond Color Remover*. By removing the original color, the material is prepared to take the new color evenly and correctly. Also, materials which have become faded or streaked may be restored to their original freshness and given an entirely new and different color by this means.^a

Diamond Color Remover is perfectly safe to use. It will not injure any fabric which boiling water will not harm. You can even remove the color from delicate fabrics which will not stand boiling, by keeping the *Color Remover* bath just below the boiling point.

A package of *Diamond Color Remover* will remove the color from 1 to 2 lbs. of material. First, remove all metal or painted trimmings and ornaments, then wash and rinse material thoroughly.

Fill an enameled vessel with enough boiling water to float goods



without crowding. Into this, empty contents of Envelope No. I. Dissolve contents of Envelope No. II in a pint of hot water and add to contents of first vessel. (Do not mix powders in dry form.)

Put wet goods into *Remover* bath. Boil 10 to 20 minutes, stirring constantly, until color is removed. Rinse, wash thoroughly in warm soapsuds, then rinse well again. Then use *Diamond Tints & Dyes* to obtain the desired new color.

An occasional color will be found which cannot be completely removed, but these instances are rare.



Original Color



Color Removed



New Color

CHANGING THE ORIGINAL COLOR OF MATERIAL

WHEN tinting or dyeing another color, it is usually advisable to remove the old color with *Diamond Color Remover*. Certain combinations do not produce desirable colors and in such instances the use of *Diamond Color Remover* is necessary. Never attempt to dye a light color over a dark one. *Always* remove the old dark color first.

In changing the color, it is sometimes possible to take advantage of the original color. The chart below gives results which may be ob-

tained by top-dyeing when the two colors are of approximately the same depth. For example, a medium Red over a medium Blue produces a medium Purple. A dark Red over a dark Blue produces a dark Purple.

On the other hand, a light Red over a dark Blue gives a Bluish-Purple, while a dark Red over a medium Blue yields a Reddish-Purple.

Black will cover any color. When dyeing Black over Red or Brown, use $\frac{1}{2}$ package Navy Blue to each package of Black.

	Over RED Produces	Over BLUE Produces	Over YELLOW Produces	Over ORANGE Produces	Over GREEN Produces	Over PURPLE Produces	Over BROWN Produces
RED	Deeper Red	Purple	Scarlet	Bright Red	First Use <i>Diamond Color Remover</i>	Red-Purple	Maroon
BLUE	Purple	Deeper Blue	Green	First Use <i>Diamond Color Remover</i>	Greenish Blue	Indigo Blue	First Use <i>Diamond Color Remover</i>
YELLOW	Scarlet	Green	Deeper Yellow	Yellow Orange	Bright Green	First Use <i>Diamond Color Remover</i>	Golden Brown
ORANGE	Bright Red	First Use <i>Diamond Color Remover</i>	Yellow Orange	Deeper Orange	Olive Green	First Use <i>Diamond Color Remover</i>	Golden Brown
GREEN	First Use <i>Diamond Color Remover</i>	Greenish Blue	Bright Green	Olive Green	Deeper Green	Dull Blue	Olive Brown
PURPLE	Reddish Purple	Indigo Blue	First Use <i>Diamond Color Remover</i>	First Use <i>Diamond Color Remover</i>	Dull Blue	Deeper Purple	First Use <i>Diamond Color Remover</i>
BROWN	Maroon	First Use <i>Diamond Color Remover</i>	Golden Brown	Golden Brown	Olive Brown	First Use <i>Diamond Color Remover</i>	Deeper Brown

FROM OLD GLORY HOLE TO NEW GAME ROOM!



Gray beaver-board walls, turkey red curtains and bright braided rugs make this the most inexpensive but most enjoyed room in the house

THE old unused attic of Grandmother's day goes modern and becomes the most used room in the house today — a game room for grown-ups, or play room for children.

And why not, when it can be done at so little cost? Grandmother's trunks hold real treasures — old materials which can be used for decorations, old clothes which can be turned into colorful hooked or braided rugs, with the help of Diamond Tints & Dyes.

Perhaps there are old curtains which can be tinted or dyed to harmonize with the color scheme. If not, unbleached muslin, cheese-cloth or voile from the bargain counter, made bright with Diamond colors, is just the thing.

Why devote a perfectly good room to dirt and cobwebs, old trunks and trash? Use that waste space in basement, attic or garage. Let's be gay and have a lot of fun — with so little!

THE MODERN VOGUE OF HOOKED and BRAIDED RUGS



Here's magic! Old silk stockings—colored with Diamond—hooked into a beautiful rug

THE charm of the early American home has been happily revived by the modern use of mellow maple and cherry furniture with bright-colored hooked and braided rugs.

The hand hooking and braiding of rugs is more than a pastime; it is an artistic craft which rewards the worker with the joy of creating not only a beautiful thing, but one of practical use and value.

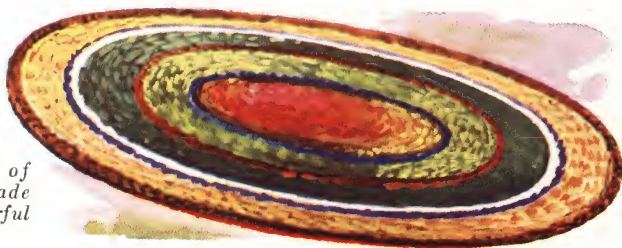
Imagine making a beautiful rug out of old silk stockings! Old clothing of all kinds may be worked into charming designs carried out in artistic effects through the simple magic of Diamond colors!

In developing your color combi-

nations, remember that the largest areas should be soft in color. The smaller the area, the brighter its color may be, especially if the brilliant areas are broken up by a neutral background.

Good neutral background colors are Gray, Tan, and soft Brown. Black and dark Brown are excellent colors to use in outlining small figures.

In Diamond Tints & Dyes you have an unlimited range of beautiful colors from which to develop your color scheme—colors which will stand up under the severe punishment of hard wear and exposure to light which rugs must undergo.



Braided out of old clothes made bright and colorful with Diamond!

THE FASCINATING ART OF TIE-DYEING

The ancient art of tie-dyeing finds artistic modern expression through the use of Diamond Tints & Dyes.

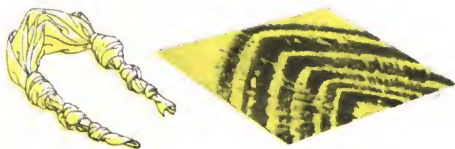
It is easy and fascinating to do, and very charming effects may be obtained which often supply just the color accent needed in home or

wardrobe. It is adapted to all soft, lightweight materials. Inexpensive materials, such as cheesecloth or voile for curtains, are particularly pleasing in colorful tied-dyed designs. Silks and chiffons lend themselves to beautiful effects.

KNOT TIE-DYEING. This is the simplest form of tie-dyeing. Here is a very simple but charming design for a scarf.

DESIGN I

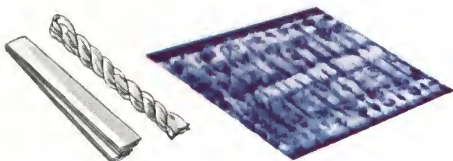
Fold scarf length of silk cross-wise in center. Tie 3 knots in each end, beginning at alternate corners. Moisten and dip knotted sections in dye.



TWIST DYEING. Soft wavy effects are produced by this method. Two or more colors may be used, using different ones for different portions of the twist.

DESIGN II

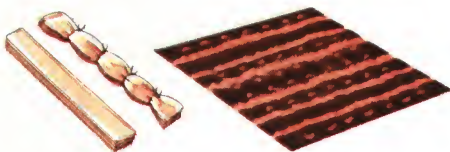
Pleat material lengthwise in even folds. Twist tightly and evenly as far as possible. Fold back on self and let twist naturally. Dip in dye-bath.



STRING TIE-DYEING. In this, string, thread or narrow strips of cloth are used to bind the material and thus keep the dye from penetrating certain portions. The tighter it is tied, the clearer-cut the design; the looser, the more irregular and soft-edged the design.

DESIGN III

This card table cover was first dyed an old rose. Fold in halves and quarters. Plait and tie as indicated. Dip in black dye-bath.



Have a separate bowl for each color, large enough to dip material easily. Apply light colors first; deep ones last. Rinse in cold water after each dip.

Revive Your Worn, Faded Rugs and Upholstery with **DIAMOND COLOR**!



Think of this! If you can't afford to replace the old worn, faded rug or carpet, just give it a reviving "coat" of fresh Diamond Color. Yes, right on the floor! First clean it with *Diamond Household Shampoo*, as described on page 30. While still damp, rub in hot dye solution with stiff scrub-brush, using one package Diamond to 2 quarts boiling water for an average shade. For a lighter shade, use 3 quarts water; for a very deep shade, 1½ quarts. Keep dye solution hot while using. Go over rug twice, if necessary, to ensure evenness of color. Allow rug to dry thoroughly (24 to 48 hours), then wipe with clean damp cloth to remove any unfixed dye. Brush nap lightly in one direction—and you'll think you have a *new* rug! Freshen up your upholstery in the same way. ✓

DIAMOND BLUE-WHITE The Perfect Bluing for all Materials

Here is a wonderful way to restore fresh clear whiteness to yellowed materials, especially silks and woolens, and to prevent white materials from becoming yellow with laundering and age. *Diamond Blue-White* is an entirely new kind of bluing, far superior to ordinary bluing. It brings out snowy whiteness and finish in old materials, particularly in silks and woolens for which ordinary laundry bluing is not suitable. It dissolves at once; does not speck, streak or stain hands. And if you have white hair, here's a little secret. Use *Diamond Blue-White* in the rinse water after your shampoo. It will give your hair a pure, lovely whiteness that's glorious!



DIAMOND HOUSEHOLD SHAMPOO



The modern way to clean Carpets, Rugs, Upholstery, Blankets, Furniture and Paint

If you are unable to obtain Diamond Household Shampoo from your druggist or department store, send check or money order for \$1.00 direct to Diamond Tints & Dyes, Dept. CM, Burlington, Vt., for a one pound package

WHAT every woman wants — an easy, effective cleanser which she can use on *anything* and get results without harm!

This is just what *Diamond Household Shampoo* does. It takes out dirt and many stains; brightens colors; brings up nap of fabrics; rinses out easily and completely,

leaving no film to collect more soil.

Diamond Household Shampoo is not a soap. It is a neutral cleansing agent which is absolutely harmless! Harmless to hands, to the most delicate fabrics — fine silks and fluffy woolens — it will not harm any fabric that water will not harm. Note its myriad household uses:

RUGS AND CARPETS. Dissolve 2 heaping tablespoonfuls of *Diamond Household Shampoo* in 2 quarts of HOT water, adding cool water to make one gallon. Brush into rug with scrub-brush after a thorough vacuum-cleaning or sweeping. Cover only a small area at a time. Wipe off suds at once with clean, damp cloth. While still damp, sweep nap of rug evenly one way with clean broom.

FURNITURE AND AUTOMOBILE UPHOLSTERY. Brush upholstery clean, and shampoo in same manner as rugs. Easy to use—professional results!

BLANKETS, SWEATERS. Use 1 to 2 teaspoonfuls *Diamond Household Shampoo* to a quart of tepid water. Your woolens will come out as soft and fluffy as new — and no shrinking!

SILK LINGERIE AND HOSE. Swish them clean in *Diamond Household Shampoo*. They'll last longer and retain their silky sheen.

LEATHER. Use 1 teaspoonful *Diamond Household Shampoo* to a quart of tepid water for smooth finished leather upholstery. Clean by wiping lightly several times rather than by rubbing vigorously. Follow by application of light-colored shoe polish to restore protective finish.

AUTOMOBILE TOPS. Clean and freshen up weather-stained and soiled automobile tops with *Diamond Household Shampoo*!

WOODWORK, PAINTED WALLS. Cleans painted surfaces, linoleum, etc., like magic—and no scrubbing! Use 2 or 3 teaspoonfuls to a quart of water.

HOW TO IDENTIFY

Different Kinds of Materials

THERE are two general types of materials: those made from animal fibres (silk and wool), and those made from vegetable fibres (linen, cotton, rayon).

Rayon, or "man-made" silk, has the appearance and the feel of silk, but is of vegetable origin. The two most common types of rayon are Viscose and Celanese. Celanese will

not take ordinary dye, but requires a special dye. (See page 19.)

The simplest way to determine the type of material is by the burning test. The material should be unravelled, and horizontal and vertical threads from both warp and filling burned separately, since often two or more different types of fibres are woven into the same material.

COTTON: Ignites quickly; burns rapidly with yellow flame. Odor like burning paper. Leaves small light, feathery ash.

LINEN: Same results as cotton. Hard to distinguish from cotton. Linen absorbs a drop of water at once; cotton does not.

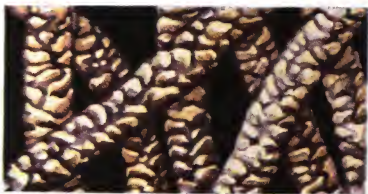
WOOL: Sings slowly. Burns with small, flickering flame; bubbles as it burns. Odor of burning hair or feathers. Ash heavy, crisp, black and irregular in shape.

PURE SILK (unweighted): Burns slowly with tiny flame. Odor like burning hair, similar to wool but less pronounced. Crisp, black, round-balled ash which crushes easily.

WEIGHTED SILK: Ignites with no flame. Glows and chars, leaving ash in the form of the fabric, sometimes curling at edges. Odor same as pure silk.

VISCOSE RAYON (ordinary type): Ignites easily. Flashes quickly with yellow flame, like cotton. Odor of burning paper. Almost no ash.

CELLULOSE ACETATE RAYON (Celanese): Ignites and burns rapidly. Small flame, bluer than Viscose. Material appears to melt; sputters and puckers as it burns. Leaves hard, shiny black ash or wire edge on fabric. Odor slightly sour, like vinegar.



Wool Fibres under microscope. They are soft, flexible and easily penetrated.



Cotton Fibres magnified. They are tubular in structure, resembling straw.

MAY I HELP YOU FURTHER?

I have tried, in this book, to anticipate all ordinary problems connected with different uses of Diamond Tints & Dyes. If, however, you have any special difficulty or problem in tinting or dyeing, I shall be very glad to help you solve it. I shall also be happy to help you with suggestions for your home color scheme and information about colors becoming to your individual type. This is a personal service which is free to you and gladly given. Be sure to write me full details.

I also have, to help you, a number of circulars containing clear, special directions for using Diamond Tints & Dyes in different arts and crafts. You will find these circulars very helpful and instructive, and are cordially urged to send for any of those on the following subjects:



HOOKED RUGS



TIE-DYEING



BATIK DYEING



FABRIC PAINTING



CELANESE DYEING AND IDENTIFICATION OF FABRICS



HOME DYEING OF RUGS AND UPHOLSTERY



DIAMOND HOUSEHOLD SHAMPOO

These circulars are free and I will gladly send them upon request. Address me personally:

Mae Martin

Diamond Tints & Dyes, Dept. CM
Burlington, Vermont.

